

**2016 CITY COUNCIL GOALS**  
**November 15 Status Report**

1. Continue to support the Pullman-Moscow Regional Airport Runway Realignment project and efforts to secure funding for the local match, including Pullman's commitment of \$2.5 million.

*Local funding secured for the project to date is as follows:*

<i>City of Pullman</i>	<i>\$1,900,000</i>
<i>City of Moscow</i>	<i>1,000,000</i>
<i>Whitman County</i>	<i>250,000</i>
<i>Schweitzer Engineering Laboratories</i>	<i>1,000,000</i>
<i>Ed and Beatriz Schweitzer</i>	<i>1,000,000</i>
<i>WSDOT</i>	<i>250,000</i>
<i>Latah County</i>	<i>100,000</i>

*Additional funding is pending from the City of Pullman, the City of Moscow, and WSDOT. The Port of Whitman County has also committed \$250,000 to the project, although none of that funding has been received to date. The project has progressed with the beginning of construction in July and land acquisition in various stages of completion. Negotiations have been completed with all land owners with the exception of WSU; that negotiation is the most complicated but is proceeding with a favorable outcome anticipated.*

2. Continue to pursue the wastewater reuse project, including irrigation of City park grounds, Pullman School District grounds, and WSU green spaces and industrial applications.

*Based on previous discussion with Ecology Director Bellon, staff pursued positioning the water reuse project for possible Ecology grant funds. As recommended by Ecology, additional work was completed by our consultant on water rights and South Fork Palouse summer flow rates, analyzing in particular the last ten years when stream flows have appeared to trend down due to changing climate patterns.*

*In May, Public Works Director Gardes explored funding alternatives at an infrastructure workshop in Ritzville hosted by Ecology, Department of Health, Commerce, etc. The only potential grant options identified at the workshop were Ecology Centennial funds; however the maximum population size to be eligible for a grant is 25,000. Ecology was asked to make a firm decision on whether Pullman could qualify for a grant based on*

*population size, with a rationale that much of Pullman's population is transient. In June, Ecology notified city staff that Pullman would not qualify for a forgivable principal loan or grant funding for our wastewater reuse project, which means the City and WSU would need to fund the entire project cost, currently estimated at \$20 million. A single family residence in Pullman currently pays \$38.15 per month for sewer. Assuming WSU contributes 36.4% of the total project cost, the estimated monthly bill for Pullman single family rate payers would need to increase to the \$60/month range to fund the remainder of the project.*

*In late 2015, PBAC began work on an Alternative Water Supply study. Some of the regional water supply projects that are being considered in that study, based on regional cost sharing, would likely have a similar impact on Pullman citizen's water bills, but have the potential to provide significantly more water than reuse. At this time, it seems prudent to wait for the final PBAC study to be presented and possible follow-up engineering work to be completed in order to choose an alternative water supply project with the best cost-benefit ratio.*

3. Continue to promote economic development opportunities to increase the retail sales tax base and job creation through a broad range of initiatives in partnership with various agencies, groups, and entities. Hold joint meetings annually with the Whitman County Commissioners and District 9 State Legislators; meet in both spring and fall semesters with ASWSU; meet in an informal setting with Moscow City Council.

*City staff has limited time available to work on economic development. However, the planning department supports SEWEDA financially and attends SEWEDA-sponsored meetings from time to time. Staff assists the Chamber of Commerce in its efforts to retain and recruit business in the community. Planning and public works staff frequently coordinate with real estate professionals and developers to facilitate business activity in Pullman. The Mayor has attended the Shopping Center Convention in Las Vegas at his own expense on behalf of the City, providing recruit materials to potential retail businesses for Pullman with subsequent follow up letters and phone calls.*

*ASWSU hosted a joint meeting on campus on February 17 and the City hosted a joint meeting with ASWSU on October 18. A joint meeting with Moscow City Council was held in Moscow on July 20. A joint meeting with the County Commissioners is scheduled for November 22. A joint meeting with the State Legislators is scheduled for December 20.*

4. Continue to improve bicycle and pedestrian trails, including appropriate recommendations from Civic Trust, the WSU Bicycle and Pedestrian Plan, and others. Continue to enhance bicycle accommodations in the downtown corridor and other commercial areas. Encourage WSDOT to explore alternatives to abandoning the

Pullman-to-Colfax and the Pullman-to-Fallon railroad corridors, most particularly as that relates to the continued existence of the railbanked Bill Chipman Trail.

*A pedestrian signal has been funded and is being constructed on Grand Avenue at Ritchie Street. The resurfacing of the Terre View Bridge included a new striping scheme that provided for a bike lane and a sharrow lane to accommodate bicycles. A paved path connection was constructed on the west side of Grand Avenue from Terre View Drive to Autobody Super Center. The gravel maintenance access on the west side of Grand Avenue from Autobody Super Center to Albion Road was paved. The recreational loop trail at the City Playfield was resurfaced. City representatives are participating in a facilitated effort sponsored by Pullman Civic Trust to identify challenges, opportunities, and potential solutions to developing the Colfax-to-Albion-to-Pullman rail corridor as a trail.*

5. In recognition of the importance of Pullman Regional Hospital to the City, work closely with the hospital in support of its Community Health 2020 Campaign in addressing the broad health needs of the community and the impacts of the Affordable Care Act, including any and all state funding that can contribute to that effort. Support increased funding for physician residency training programs in eastern Washington, recognize the importance of planning for elder care, and support community paramedicine endeavors in the community.

*Two Councilmembers, Fritz Hughes and Pat Wright, continue to be active members serving on the Pullman Regional Hospital Foundation Board. City of Pullman representatives consistently participate in health forums sponsored by PRH. City Council legislative priorities consistently include support for PRH and the elements of this Council goal.*

6. Continue to evaluate our information systems to meet the demands of technology. Consider promoting programs and successes using social media, taking into account Public Records Act implications. Incorporate feedback strategies to evaluate how useful and friendly the website is for our citizens. Promote the website through notices with utility bills and otherwise.

*Efforts to expand and improve the content of the Pullman Police Department website and social media pages continued in 2016. Webpages continue to be added on a variety of new topics of interest to the Pullman community. Social media was used to share information including press releases, road closures, safety tips, and awareness events, as well as to drive traffic to the Police Department website for more detailed information.*

*The Police Department Facebook page "Likes" saw a 56% increase from the end of 2015 to October 2016, from 2,444 to 3,824. The weekly reach and engagement numbers continue to increase dramatically, enabling the delivery of messages to thousands of*

people at the click of a button. On September 16, 2016, Facebook Live was leveraged to provide a live streaming video feed of the press conference held to announce the results of an investigation into a July assault case involving members of the WSU Football team. This video reached more than 40,400 users, with more than 3,500 views. There was also an increase in the number of people who “follow” the Police Department on Twitter during this time period, from 2,158 at the close of 2015 to 2,806 in October 2016, an increase of 30%.

The Pullman Police Department launched two additional programs in 2016 which are intended to increase communication with members of the Pullman Community. The MyPD mobile app is a free download that provides the user with important resources, contact information, and other law enforcement tools on their mobile device. Users can submit tips, report crime, commend officers, or contact staff effortlessly while on the move. In addition to the mobile app, Pullman Police began using the Nextdoor online community to send information directly to specific neighborhoods within the service area. This web-based program uses neighborhood watch mentality to provide targeted information to specific geographical areas. It also encourages real-life neighbors to communicate about events, crime, safety, and other topics that impact them. As of October, 196 households were active on the Nextdoor platform. Participation within both of these new programs will continue to be encouraged as part of an ongoing effort to provide improved communication.

<b>Social Media</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016 YTD</b>
Facebook “Likes”	254	821	1,281	2,444	3,824
Twitter Followers	608	1,233	1,824	2,158	2,806
MyPD Mobile App	-	-	-	-	512
Nextdoor	-	-	-	-	196

In addition, Police Officers and Code Enforcement Officers have been issued smart phones that allow them to leverage technology to be more effective and efficient. Code Enforcement Officers use an app on their phones to write parking tickets that print out on a portable printer connected to their phones via Bluetooth. Management staff utilizes the Active911 app to receive notification when high priority calls are dispatched. Officers use apps to manage their phone messages and phone calls with parties involved in criminal investigations and to record phone calls with suspects (when lawful). The smart

*phones are also used as evidence cameras and have allowed the phase out of stand-alone field evidence cameras. An app allows officers to upload evidence photos to secure storage in the cloud. Body-worn camera video can be reviewed and tagged using a smart phone app to prepare for upload, keeping officers in the field for longer periods of time.*

*Public Works Maintenance and Operations initiated various communication enhancements with the general public. Website pages were updated, radio spots for water conservation were produced, a social media presence was created and maintained, and two domains were purchased that work better for directing people to the City's website.*

*Concerning feedback strategies, data and statistics are collected using Google Analytics which could be used to analyze website information. However, Information Services does not have the staff to perform this analysis on a regular basis; such analysis has only been done when a specific request has been made.*

*The City's root website address ([www.pullman-wa.gov](http://www.pullman-wa.gov)) is being added to utility bills in conjunction with a project Finance is working on with Eden, our finance/billing software provider.*

7. Continue efforts to fund and construct the Welcome Park on Davis Way. Continue to promote the value of our community's diversity. Support ways to increase understanding of our City's unique groups.

*The Welcome Park is an estimated \$125,000 project. \$25,000 has been budgeted in the street fund and the Mayor continues to lobby appropriate groups for assistance in securing the remaining financing. Once that is secured, the project will be constructed.*

8. Complete the update of the City's ADA Transition Plan and present it for public review. At the completion of that review period, develop a final document. Pursue the recommendations in the final plan as funding and resources allow. Continue to support the development of Mary's Park and the inclusion of accessible playground equipment and other ADA features to the extent practicable.

*The draft ADA Transition Plan was completed in early August and distributed for public review and comment through December 2. Comments received will be considered and a final plan developed. Funding is included in the Government Buildings and Parks budgets to address selected ADA projects. \$130,040 is included in the 2017 budget for Mary's Park improvements. It is also proposed to include funding in a 2017 Parks and Paths bond for the construction of a paved parking lot, playground components, and a restroom/shelter structure at Mary's Park.*

9. Start the process of placing a bond issue on the 2017 November General Election ballot to replace the expiring 2007 Proposition 1 voter-approved bond.

*At the Council meeting on September 27, eight projects were presented for consideration of inclusion in a 2017 Parks and Paths bond for a total estimated cost of \$2,400,000. It was also proposed to consider the purchase of a multipurpose building and property from Encounter Ministries for \$1,500,000 with another \$1,000,000 for improvements. Council concurred with the proposed projects, including the multipurpose building, with the suggestion that \$250,000 also be provided for sidewalk infill projects.*

10. Pursue next step options for promoting the South Bypass to become a reality.

*The South Bypass was originally envisioned as one built by developers, with perhaps some key sections being constructed by the City; relying on developers to dedicate right-of-way. Currently one section of the South Bypass has been completed with the Palouse Business Center subdivision. Another section to the east is in the preliminary planning stage with a Community Action Center project. In order for the City to take on a project of this magnitude it would likely require a TIGER grant, which is a competitive federal grant. The minimum award for a TIGER grant is \$5 million dollars. Unfortunately, TIGER grants do not fund planning or design. If the City is to take on designing and building the road, one of the first steps would be right-of-way acquisition. Due to federal requirements, this would need to be done through WSDOT as the City does not have anyone qualified for that task. Guidelines for right-of-way acquisition are very detailed and if not done properly, could result in a project not being eligible for federal construction grants. There would be significant cost and staff time required to proceed with right-of-way acquisition. One issue that may come up if right-of-way is acquired ahead of development is that it may limit the flexibility of a particular developer to develop a parcel as is most advantageous to him/her. While we have a planned route as part of the original study, it is open to modification on a development-by-development basis as long as the original intent is maintained. Another ongoing task related to the bypass is potential revisions in the area of Mary's Park. A consultant is currently investigating a few route changes to see if impacts to Mary's Park can be reduced.*